



**The First Roma Arte,  
The Pavilions Hotels & Resorts first concept in Rome,  
where Art and Design define a new approach to hospitality.**



**Rome, July 2019.** The **The First Roma Arte** is the first 5-Star Luxury Boutique Hotel in the heart of Rome, from **The First Roma Urban Resort** project in Italy of the distinguished group **The Pavilions Hotels & Resort**, based in Hong Kong. Since their arrival in 2011, the group is noted for their stylistic touch and for an out of the ordinary “sense of hospitality” utterly unique to the Eternal City.

Art and Design come together in the elegant ambiance of a nineteenth century building on Via del Vantaggio, mere steps from Via Del Corso and Piazza del Popolo, brought to life by a detailed renovation. The Marincola Architecture Studio developed the project with utmost respect for the characteristic historical *palazzo* but imparting an elegant, contemporary aesthetic.

The building’s structure and its dimensions gave way to a concept that favors space and comfort in each room and suite, guaranteeing guests an intimate atmosphere similar to a beautifully open private home. Communal spaces are aplenty, allowing for a warm sense of hospitality that opens its arms to the entire city.

On the first floor the **Lounge and Lobby Bar** pave the way to **Acquolina**, a 1\* Michelin gourmet restaurant manned by head chef Daniele Lippi. The terrace on the top floor offers amazing views of the city year round.



**Acquarroof Terrazza Molinari**, the all-day restaurant and cocktail bar open from breakfast through the wee hours, was recently remodeled and is now more inviting than ever.

Just as Design characterizes the individual spaces, Art enriches them: the decisive choice to allow the communal spaces to interact just like in an art gallery allows for a new form of interaction with the public, who is granted access to an immersive experience of over 200 works of art. The collection is comprised entirely of Italian artists and was curated by the **Galleria Muciaccia di Roma**. Each work for is for sale individually.

Each of the hotels' suites, on the other hand, is dedicated to an individual artist. Various works from a single artist encourage a profound understanding of their unique artistic voyage for the guest.

23 suites and 6 Prestige rooms face the courtyard which is basked in natural light, becoming the defining decorative feature. The decor draws on simple, clean lines in perfect harmony with the gentle color palette of beige on the walls, light wood furniture, white book cases and the refined touch of blue velvet seats and curtains. In addition to the works of art is a curated selection of novels, romances, essays and coffee table books that complete the intimate, familial atmosphere, much like the living room of a house.

There are a series of services available to guests of **The First Roma Arte** upon request that define the personalized sense of hospitality. From an Art advisor for the artistically inclined to a personal shopper for the guest that doesn't want to miss out on conventional shopping, to the various specialized guides on call to unravel even the most secret corners of Rome.

Guests can even rent an electric car, part of the green practices of The First Roma Art. The hotel respects an internal protocol defending sustainability and upholding respect for the environment, from the reduction of consumption to the reduced use of automation, to the use of natural detergents and cleaning supplies, to diligent recycling.

Along with the recently opened sister property The First Roma DOLCE on Via del Corso, **The First Roma Arte** is the utmost expression of the **Urban Resort** concept that forms the base of **The First Roma**, a collection of Boutique Hotels *di charme* conceived according to the principles of a *hotel diffuso* but applied to a contemporary, cosmopolitan setting.

The First Roma Arte is affiliated with Preferred Hotels & Resorts and is a member of the L.V.X collection. It is also a Partner of the prestigious international networks Virtuoso and Signature.

**The First Roma ARTE**  
**The First Roma Urban Resort**  
**Via del Vantaggio 14, Roma**  
[www.thefirsthotel.com/arte/](http://www.thefirsthotel.com/arte/)



Asia:  
THE PAVILIONS, BALI  
THE PAVILIONS, MONGOLIA  
THE PAVILIONS, NISEKO  
THE PAVILIONS, PHUKET

Europe:  
THE TOREN, AMSTERDAM  
THE PAVILIONS, LISBON  
THE PAVILIONS, MADRID  
THE FIRST ROMA ARTE, ROME  
THE FIRST ROMA DOLCE, ROME

[WWW.PAVILIONSHOTELS.COM](http://WWW.PAVILIONSHOTELS.COM)



## SALES & MARKETING CONTACTS

**Daniela Moita**, Sales & Marketing Manager [sales@thefirsthotel.ccm](mailto:sales@thefirsthotel.ccm)

**Barbara Anklin**, Business Director [businessdirector@thefirsthotel.com](mailto:businessdirector@thefirsthotel.com)

## ABOUT THE PAVILIONS HOTELS&RESORTS

### **The Pavilions Hotels & Resorts**

*Access to a structure like The Pavilions Hotels & Resorts collection means giving life to an experience immersed in luxury and in the destination itself. Each of the group's hotels is a sophisticated and discrete refuge in which to take solace or to indulge, inspired by art, culture, adventure and romanticism. Whether the endless beaches of Phuket or the draw of the central Piazza del Popolo in Rome, The Pavilions properties represent the most sought-after destinations in the world. The Pavilions Hotels & Resorts, originating in Hong Kong, is one of the most successful rising brands with over 6 acquisitions per year. The attentive philosophy and uniqueness of each structure allow The Pavilions to offer secluded treasures and attentive service, even in the most popular of locations. Each hotel is distinguishable, but all are aligned by a belief in authentic relationships, fantastic places and respect for privacy.*  
[www.pavilionshotels.com](http://www.pavilionshotels.com)



Asia:  
THE PAVILIONS, BALI  
THE PAVILIONS, MONGOLIA  
THE PAVILIONS, NISEKO  
THE PAVILIONS, PHUKET

Europe:  
THE TOREN, AMSTERDAM  
THE PAVILIONS, LISBON  
THE PAVILIONS, MADRID  
THE FIRST ROMA ARTE, ROME  
THE FIRST ROMA DOLCE, ROME

[WWW.PAVILIONSHOTELS.COM](http://WWW.PAVILIONSHOTELS.COM)